

Abstract of the Disclosure

5 A metering system useful in metering viewing of  
video displayed in a window on a screen of a viewing device  
includes a software meter and a creditor. The software  
meter determines identifying data related to the video  
displayed in the window, and the creditor applies a set of  
crediting rules in determining whether to credit the  
identifying data. The software meter determines whether the  
viewing device has a COM interface, an API interface, or has  
to be interrogated in another way, and determines channel  
data from a channel related object of the COM interface,  
from application related data associated with a video  
application through the API interface, or from other  
interrogation. The software meter also determines an  
ancillary identification code relating to the displayed  
video.